

In the Claims

1-6. (Canceled)

7. (Previously Presented) An apparatus for retrieving and processing information related to a consumer product using a universal product code comprising:

- a) a portable consumer device, said portable consumer device including:
  - (i) a portable consumer good comprising a non-electronic device that lacks the capacity for data transmission; and
  - (ii) a scanning and storage device incorporated into said portable consumer good, said scanning and storage device comprising:
    - (1) a scanning element converting a printed universal product code symbol into machine readable information representative of said universal product code; and
    - (2) a removable memory medium to which said information is stored; and
- b) an Internet-ready device couplable to one or more Internet-based information servers, said Internet-ready device including a removable memory medium adapted to accept said removable memory medium from said scanning and storage device.

8-27. (Canceled)

28. (Previously Presented) A method for retrieving information related to a consumer product comprising the steps of:

- integrating a bar code scanner and a removable memory into a consumer good, wherein said consumer good comprises a non-electronic device;
- scanning a bar code of a selected consumer product using the integrated scanner and storing the scanned bar code in the removable memory;
- transferring the scanned bar code from the removable memory to a computer network; and
- accessing a web site on a computer network based on the scanned bar code, wherein said web site includes information related to the selected consumer product.

29-30. (Canceled)

31. (Original) The method according to claim 28, further comprising converting a scanned bar code to a uniform resource locator (URL) of a web site.

32. (Original) The method according to claim 28, further comprising converting a scanned bar code and a global position to a uniform resource locator (URL) of a web site.

33-41. (Canceled)